

CLAIMS:

1. A device for the purpose of flexibly retaining a beach blanket or towel in position on the soil or other earthen material onto which said beach blanket is originally fixed, said assembly comprising,
 - a) a stake means for inserting into the soil, thereby anchoring said device,
 - b) a removable or changeable head member for use in driving said stake means into and removing said stake means from the soil or substance into which it is inserted, said head member additionally provides a means to display advertising and/or a likeness symbolic of the user's interests,
 - c) a clamp means for attaching said device to said towel,
 - d) a connecting means for flexibly conjoining said clamp means to said stake means.
2. The assembly according to claim 1, wherein said stake means has a bottom end and a top end, said bottom end being tapered and rounded for safety and said top end having a threaded recess whose vertical central axis is parallel and co-linear to the vertical central axis of said stake means.
3. The assembly according to claim 1, wherein said stake means additionally provides a means to tolerate variances in soil depths to maintain said towel's flushness with said soil.
4. The assembly according to claim 1, wherein said changeable head member has a threaded mammalian protrusion at its base for mating with said threaded recess of said stake means.
5. The assembly according to claim 1, wherein said means for flexibly conjoining said clamp means to said stake means is resilient, or elastic in nature, for maintaining said towel's position against disturbance from wind, passers by walking on said towel or from normal movement of the person laying on said towel or beach blanket that would tend to disturb its position and tautness.

6. A device for maintaining the position and tautness of a beach blanket or towel, said device comprising,

- a) a stake means, having an upper and lower end, for anchoring said device into the ground,
- b) a clip means for attaching said device to said beach blanket,
- c) an elastic means for maintaining the position and tautness of said beach blanket.

7. The device according to claim 2, wherein said stake means has a vertical slot parallel and adjacent to the central vertical axis of the body of said stake means, wherein said vertical slot is nearer said upper end of said stake means and is approximately 1/3 the length of the body of said stake means.

8. The device according to claim 2, wherein said elastic means connects said clip means to said stake means, providing the resiliency to return the retained subject to its original position, if disturbed.

9. A device for maintaining the position and tautness of a beach blanket or towel and having a removable head member for the purpose of attaching a differently appearing head member.

10 The device according to claim 9, wherein said differently appearing head member provides a means of displaying advertising or a likeness symbolic of the user's interests.

11. The device according to claim 9, wherein said head member can be, and is not limited to, various shapes, whether geometric in nature or being representative of logos, characters, animals, figures, sports paraphernalia and commonly recognizable items of advertisement or personal interest.